

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently amended) A method of providing a display, the method comprising:

receiving, by a computing device, search queries from multiple users, ~~wherein~~ each search query in the search queries ~~[[has]]~~ having associated demographic information;

filtering, by the computing device, the search queries based on one or more filtering criteria, the filtering criteria including demographic criteria, ~~and wherein~~ the filtering comprising ~~[[es]]~~ identifying queries having demographic information matching the demographic criteria; ~~[[and]]~~

~~initiating, by the computing device, display of the filtered search queries to viewers, the viewers remote from the users;~~

selecting demographic criteria to match viewer demographics of viewers of the filtered search queries, the filtering comprising identifying queries having demographic information matching the viewer demographics, thereby initiating display of filtered search queries relevant to the viewers.
2. (Original) The method of claim 1, wherein the filtering criteria include words.
3. (Canceled)
4. (Canceled)

5. (Original) The method of claim 1, wherein the filtering criteria include search queries previously entered by users and the filtering includes discarding previously entered search queries.
6. (Previously presented) The method of claim 1, wherein the filtering criteria include a number of times a search query is presented.
7. (Canceled)
8. (Previously presented) The method of claim 1, wherein initiating the display includes initiating display of filtered search queries to viewers at an event.
9. (Currently amended) The method of claim 6, wherein the filtering criteria include a certain website and a number of times a search query is presented, the filtering including identifying ~~relatively popular~~ search results received via the certain website.
10. (Currently amended) The method of claim 6, wherein the filtering criteria include demographic criteria and a number of times a search query is presented, the filtering including identifying ~~relatively popular~~ search queries received from users having demographics matching the demographic criteria.
11. (Currently amended) A method of providing a display of information on a web page, the method comprising:
 - receiving, by a computing device, search queries from multiple users, ~~wherein~~ each search query in the search queries has associated demographic information;
 - filtering, by the computing device, the search queries based on filtering criteria, the filtering criteria including demographic criteria that is compared to the demographic information

of each search query; and

~~facilitating, by the computing device, display of said filtered search queries on the web~~
page

selecting demographic criteria to match viewer demographics of viewers of the filtered
search queries, the filtering comprising identifying queries having demographic information
matching the viewer demographics, thereby initiating display of filtered search queries relevant
to the viewers.

12. (Original) The method of claim 11, wherein the display is an advertisement including display of said filtered search queries.

13. (Original) The method of claim 12, wherein the advertisement is on behalf of an advertiser, the method further comprising receiving filtering criteria from the advertiser.

14. (Original) A method of claim 12, wherein the advertisement is for a product and the filtering criteria include an association between the product and search queries.

15. (Original) A method of claim 12, wherein the advertisement is for a product, the search queries have associated demographic information based on the users from which they are received and the filtering criteria include demographic criteria, the demographic criteria matching potential purchasers of the product.

16. (Original) The method of claim 12, wherein the advertisement includes a scrolling list of filtered search queries.

17. (Original) The method of claim 11, wherein display of filtered search queries includes display of a filtered search query link, activation of which initiates display of search results corresponding to the filtered search query link.

18. (Original) The method of claim 17, wherein initiating display of the filtered search queries includes facilitating display of an advertisement and wherein activation of the link further includes display of advertising content.

19. (Original) The method of claim 11, wherein facilitating display of the filtered search queries includes initiating a Flash movie.

20. (Previously presented) The method of claim 12, wherein the advertisement further includes a search toolbar.

21. (Currently amended) A method for displaying data based on user input, the method comprising:

receiving, by a computing device, user ~~input~~ queries from multiple users via an on-line help application;

automatically selecting, by the computing device, received user input for display based on filtering criteria; and

facilitating, by the computing device, display of data based on the selected user input to users.

22. (Currently amended) The method of claim 21, wherein:

~~the user input is a query entered into a help application;~~

the selecting includes selecting received user input based on frequency of receipt; and

the facilitating includes initiating display of a frequently received query and a response to the frequently received query to the users.

23. (Original) The method of claim 22, wherein the users are in communication via a network.

24. (Currently amended) The method of claim 21, wherein the selecting includes disregarding input received from a first user where the first user has previously entered the search query ~~or a similar search query~~.

25. (Currently amended) A system comprising:

a first server communicatively coupled to a user interface, the first server selecting received user input for display based on first filtering criteria, ~~wherein~~ the user input [[has]] having associated demographic information, ~~wherein~~ the first filtering criteria including[[es]] demographic criteria, and ~~wherein~~ the selection of received user input [[is]] based on a match of the demographic information with the demographic criteria,[[; and]]

the first server selecting demographic criteria to match viewer demographics of viewers of the filtered user input, the filtering comprising identifying user input having demographic information matching the viewer demographics, thereby initiating display by a visual display server of filtered user input relevant to the viewers.

~~a visual display server initiating display of data based on the selected user input.~~

26. (Previously presented) The system of claim 25, further comprising:

a second server communicatively coupled to the first server, the second server selecting received user input for display based on second filtering criteria.

27. (Previously presented) The system of claim 25, wherein the visual display server initiates display of user input via a web page.

28. (Previously presented) The system of claim 25, wherein the visual display server initiates display of user input via a Flash movie.

29. (Original) The system of claim 25, wherein the user input is search queries.

30. (Original) The system of claim 25, wherein the display of data is display of an advertisement.

31. (Currently amended) A system comprising:

one or more processors for ~~configured to~~:

receiving[[e]] user input from multiple users via a network, ~~wherein~~ the user input [[is]] being one or more search queries and ~~wherein~~ the search queries ~~have~~ having associated demographic information;

selecting received user input for display based on one or more filtering criteria, the one or more filtering criteria including demographic criteria, ~~wherein~~ the one or more processors [[are]] ~~configured to~~ identifying queries having demographic information matching the demographic criteria; [[and]]

selecting demographic criteria to match viewer demographics of viewers of the filtered search queries, the filtering comprising identifying queries having demographic information matching the viewer demographics, thereby initiating display of filtered search queries relevant to the viewers.

~~facilitate display of data based on the selected user input to viewers~~

32. (Canceled)

33. (Previously presented) The system of claim 31, wherein the one or more filtering criteria include words.

34. (Canceled)

35. (Previously presented) The system of claim 31, wherein the filtering criteria include search queries previously entered by users and the one or more processors are configured to discard previously entered search queries.

36. (Previously presented) The system of claim 31, wherein the one or more filtering criteria include a number of times a search query is received.

37. (Canceled)

38. (Original) The system of claim 36, wherein the one or more processors are configured to facilitate display of selected search queries to viewers at an event.

39. (Original) The system of claim 36, wherein the filtering criteria include a certain website and number of times a search query is received, the one or more processors configured to identify relatively popular search results received via the certain website.

40. (Original) The system of claim 36, wherein the one or more filtering criteria include demographic criteria and a number of times a search query is presented, the one or more processors configured to identify relatively popular search queries received from users having demographics matching the demographic criteria.

41. (Original) The system of claim 36, wherein the one or more processors are configured to facilitate display of selected search queries in an advertisement on a web site.
42. (Original) The system of claim 41, wherein the advertisement includes a scrolling list of selected search queries.
43. (Original) The system of claim 42, wherein the one or more processors are configured to facilitate display of one or more selected search query links, activation of which initiates display of search results corresponding to the activated filtered search query link.
44. (Canceled)
45. (Currently amended) A system comprising:
a computing device comprising:
means for receiving user input from multiple users via a network, the user input associated with demographic information;
means for selecting received user input for display based on one or more filtering criteria, the one or more filtering criteria including demographic criteria and ~~wherein~~ the selecting comprising identifying user input having demographic information matching the demographic criteria; and
~~means for facilitating display of data based on the selected user input to viewers.~~
means for selecting demographic criteria to match viewer demographics of viewers of the filtered user input, the filtering comprising identifying queries having demographic information matching the viewer demographics, thereby initiating display of filtered user input relevant to the viewers.

46. (Currently amended) A method of providing an advertisement, the method comprising:

providing, by a computing device, a feed of search queries, the search queries received from users and having associated demographic information, the search queries are filtered in accordance with one or more filtering criteria, the filtering criteria comprising demographic criteria, the filtering comprising identifying queries having demographic information matching the demographic criteria;

providing, by the computing device, advertising content; [[and]]

initiating, by the computing device, display of the advertisement by the computing device, the advertisement ~~including~~ comprising a scrolling ticker of search queries of the feed and the advertising content; and

selecting demographic criteria to match viewer demographics of viewers of the filtered search queries, the filtering comprising identifying queries having demographic information matching the viewer demographics, thereby initiating display of filtered search queries relevant to the viewers.

47. (Original) The method of claim 46, wherein the feed is an XML document.

48. (Original) The method of claim 46, wherein the feed is provided in near real time after receiving the search queries.

49. (Canceled)

50. (Currently amended) The method of claim [[49]] 46, wherein the filtering criteria include words.

51. (Canceled)

52. (Canceled)

53. (Original) The method of claim 46, wherein the filtering criteria include search queries previously entered by users and the filtering includes discarding previously entered search queries.

54. (Previously presented) The method of claim 46, wherein the filtering criteria include a number of times a search query is presented.

55. (Canceled)

56. (Currently amended) The method of claim ~~[[55]]~~ 46, wherein initiating the display includes initiating display of filtered search queries to viewers at an event.

57. (Currently amended) The method of claim 54, wherein the filtering criteria include a certain website and a number of times a search query is presented, the filtering including identifying ~~relatively popular~~ search results received via the certain website.

58. (Currently amended) The method of claim 54, wherein the filtering criteria include demographic criteria and a number of times a search query is presented, the filtering including identifying ~~relatively popular~~ search queries received from users having demographics matching the demographic criteria.

59. (Original) The method of claim 46, wherein initiating the display includes incorporating the search queries into a Flash movie clip.

60. (Original) The method of claim 46, wherein the scrolling ticker of search queries includes one or more links associated with one or more search queries, respectively, wherein each link is to search results corresponding to the associated search query.

61. (Original) The method of claim 46, wherein initiating display of the advertisement includes initiating inclusion of a search window for receiving a new search query in the advertisement.

62. (Previously presented) ~~An advertisement for display on a viewing device, system~~ comprising:

a processor; and

a display for displaying

a portion of an advertisement containing advertising content, and

a portion of the advertisement containing search queries that have been filtered in accordance with predetermined filter criteria.

~~a portion for containing advertising content; and~~

~~a portion for changeably displaying, on the viewing device, search queries that have been filtered in accordance with predetermined filter criteria.~~

63. (Currently amended) A ~~perceptible, changeable medium~~ computing device comprising:

a processor; and

a display for displaying

~~predetermined perceptible information displayed on a computing device; and~~

~~perceptible, changeable search queries, displayed on the computing device, that have been filtered in accordance with filter criteria, wherein the filter criteria is demographic criteria.~~

64. (Currently amended) The ~~medium~~ computing device of claim 63, wherein the perceptible search queries change over time in accordance with predetermined change criteria.